OCTOBER

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MAGAZINE EXPENDITURES BY MFR AND BRAND
OCTOBER 1994

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	20,751,773	145,828,637
R. J. Reynolds	3,422,912	26,770,264
American	2,900,158	18,661,409
Brown & Williamson	3,059,864	29,235,501
P. Lorillard	1,532,538	7,890,517
Other	57,460	401,075
TOTAL	31,724,705	228,787,403

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Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H L	215,765		2,133,992	
B&H L+ML	0		0	
B+H	3,768,614		19,605,203	
B&H ML	19,298		419,524	
B+H UL	627,051		1,302,774	
B&H+L	0		0	
B+H M	190,899		1,857,279	
B&H KINGS ML	0		0	
B&H KINGS	0		0	
B&H KINGS L	0		0	
B&H KINGS+KL	0		0	
B&H KINGS M	0		0	
B&H KINGS M+KML	0		0	
B&H L+UL	0		0	
B&H K+KL+KM+KML	0		0	
		4,821,627		25,318,772
BASIC	1,218,395		13,119,920	
BASIC FAMILY	0		0	
		1,218,395		13,119,920
CAMBRIDGE	0		0	
		0		0
MARLBORO	3,310,041		40,337,652	
MARLBORO + MED	0		685,748	
MARLBORO L	2,996,263		13,699,398	
MARLBORO MEDIUM	0		0	
MARLB MED+100	0		0	
MARLBORO L+100L	0		0	
MARLB MED 100	0		0	
		6,306,304		54,722,798
MERIT	0		9,750	
MERIT UL	0		0	
MERIT+UL	0		0	
MERIT UL+100UL	0		0	
MERIT ULTIMA	0		0	
MERITULTIMA+100	0		0	
MERIT+UL+ULTIMA	4,881,271		25,157,388	
		4,881,271		25,167,138
PARLIAMENT L	771,513		7,026,895	
		771,513		7,026,895
V SLIMS	347,895		4,107,584	
V SLIMS L	2,404,768		10,599,320	
V SLIMS L+ML	0		4,438,933	
V SLIMS L-10	0		0	
V SLIMS+L+UL	0		0	
V SLIMS MUL	0		0	
V SLIMS+M	0		0	
V SLIMS SS	0		0	
V SLIMS M	0		0	
V SLIMS ML	0		1,327,277	
V SLIMS 120L	0		0	
		2,752,663		20,473,114
TOTAL	20,751,773		145,828,637	

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MAGAZINE EXPENDITURES BY MFR AND BRAND
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R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	408,353		769,027	
CAMEL L + SPL	0		12,508,234	
CAMEL L	687,920		6,784,259	
CAMEL+L	0		0	
CAMEL UL	0		0	
CAMEL UL+100UL	0		0	
CAMEL WIDES	0		0	
CAMEL WIDES+L	0		0	
CAMEL SPL+100	0		0	
CAMEL SP L	0		2,444,415	
		1,096,273		22,505,935
DORAL L	0		0	
DORAL	0		1,874,630	
		0		1,874,630
MORE M	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
NOW 100M	0		0	
NOW+M	0		0	
		0		0
SALEM	209,024		209,024	
SALEM+L	0		0	
SALEM 100L	0		0	
SALEM+L+UL	0		0	
SALEM SL100	0		0	
		209,024		209,024
STERLING 100	0		0	
STERLNG100+100M	0		0	
STERLING 100L	0		0	
STERLNG100+100L	0		0	
STERL100L+100ML	0		0	
STERLINGSL100+M	0		0	
STERLING+100L	0		0	
STERL100U+100MU	0		0	
STERL100M+100ML	0		0	
STRLSL100+100ML	0		0	
STERLING L+100L	0		0	
		0		0
VANTAGE	0		0	
VANTAGE 100UL	0		0	
VANTAGE UL	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
WINSTON UL	0		0	
WINSTON L+UL	0		0	
WINSTON+L	0		0	
WINSTON SELECT	1,544,404		1,607,464	
WINSTON+SELECT	0		0	
WINSTON SEL L	573,211		573,211	
WINSTON SEL+LT	0		0	
		2,117,615		2,180,675
TOTAL	3,422,912		26,770,264	

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American

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
AMER 100+100L	0		0	
AMER 100+L+ML	0		0	
		0		0
CARLTON	1,304,915		8,565,954	
CARLTON 100	0		0	
CARLTON M	0		0	
CARLTON+M	0		0	
CARLTON M+100M	0		0	
CARLTON SL100	0		0	
CARLTON SL100M	0		0	
		1,304,915		8,565,954
LUCKY L	0		0	
LUCKY L+100L	0		0	
LUCKY FILTERS	0		0	
		0		0
MALIBU 100+M+L	0		0	
MALIBU+M+L	0		0	
MALIBU M+100M	0		0	
MALIBU100+L+M+UL	0		0	
		0		0
MISTY SLIM L+ML	0		2,898,562	
MISTY L + 120L	570,100		2,266,947	
MISTY SLIMS L	0		0	
MISTY SLIMS M	0		0	
MISTY SLIMS+M	0		0	
MISTY SLIMS ML	33,803		101,409	
MISTY ML+ 120ML	404,210		1,078,492	
MISTY SLIM U+MU	0		0	
MISTY 120L+ML	0		0	
		1,008,113		6,345,410
PALL MALL FLTRS	0		0	
PL ML+100+100G	0		0	
PALL MALL 100G	0		0	
PL ML GL+100G	0		0	
PL ML+FLTR+100G	0		0	
		0		0
RIVIERA	0		0	
		0		0
TAREYTON	0		0	
		0		0
BULL DURHAM	0		0	
BULL DURHAM+L	0		0	
		0		0
MONTCLAIR 100	0		0	
MONTCLAIR	587,130		3,630,545	
MONTCLAIR 100L	0		119,500	
		587,130		3,750,045
TOTAL	2,900,158		18,661,409	

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Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
		0		0
CAPRI 100	0		806,700	
CAPRI +UL + 120	69,850		4,132,410	
CAPRI 100M	0		0	
CAPRI 100+100M	811,264		5,877,110	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
CAPRI 100+120	0		0	
CAPRI 120M	0		0	
CAPRI UL+MUL	0		2,763,139	
		881,114		13,579,359
GENERIC	0		88,900	
GENERIC+L	0		0	
GENERIC +L + ML	12,700		12,700	
		12,700		101,600
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	2,166,050		15,516,442	
KOOL+MILDS+L+UL	0		0	
KOOL MILDS+L+UL	0		0	
KOOL+MILDS	0		0	
		2,166,050		15,516,442
RALEIGH/BELAIR	0		0	
RALEIGH EX+EX L	0		0	
RAL XUL+100XUL	0		0	
RAL EX+EX100L	0		0	
		0		0
RICHLAND	0		0	
RICHLAND 25 M	0		0	
RICHLAND 25 100L	0		0	
RICHLAND 20	0		0	
RICHLAND 20L	0		0	
RICH 20+20 100L	0		0	
RICHLAND 20+20L	0		0	
		0		0
VICEROY	0		38,100	
VICEROY+L	0		0	
		0		38,100
SAVANNAH L+M	0		0	
		0		0
TOTAL	3,059,864		29,235,501	

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P. Lorillard

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
HARLEY-DAVDSN+L	0		0	
		0		0
KENT	0		0	
KENT III	0		0	
KENT+GL	0		0	
KENT+III+GL	0		0	
KENT SL100	0		0	
KENT INTERNAT'L	0		57,720	
		0		57,720
NEWPORT	260,056		2,441,412	
NEWPORT L	0		0	
NEWPORT+L	1,272,482		5,391,385	
NEWPORT L+100L	0		0	
NEWPORT+100	0		0	
N STRIPE L+ML	0		0	
NEWPORT SL100	0		0	
NEWP.L100+SL100	0		0	
		1,532,538		7,832,797
OLD GOLD	0		0	
		0		0
STYLE100L+100ML	0		0	
		0		0
TRUE	0		0	
TRUE+M	0		0	
		0		0
TOTAL	1,532,538		7,890,517	

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Other

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
DUNHILL	0		174,255	
DUNHILL L	57,460		226,820	
DUNHILL MILDS	0		0	
DUNHILL MILDS M	0		0	
		57,460		401,075
MONARCH+L	0		0	
		0		0
TOTAL	57,460		401,075	

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